

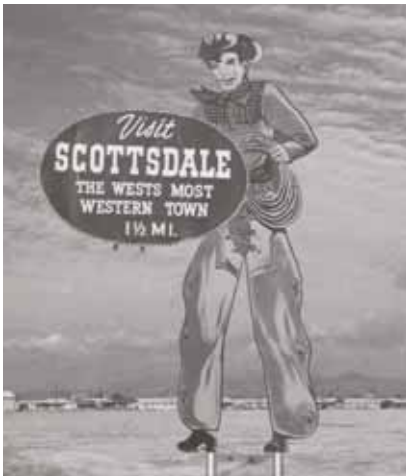
INTRODUCTION

The General Plan is the primary tool for guiding the future development of the city. On a daily basis the city is faced with choices about growth, housing, transportation, neighborhood improvement, and service delivery. A General Plan provides a guide for making these choices by describing long-term goals for the city’s future as well as policies to guide day-to-day decisions making.

The Introduction Chapter of the General Plan contains the following information:

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SCOTTSDALE’S ROOTS: A BRIEF HISTORY OF SCOTTSDALE



When incorporated in 1951, Scottsdale was a small community of 2,000 residents situated on about two square miles of land. The community developed as a commerce center for local agricultural activity. There were few paved roads, and daily activities focused on citrus groves, cotton fields, dairy farms, and shopping in the downtown area around Main Street and Scottsdale Road. As a small community, much of the early years of Scottsdale’s business activity focused around the needs and functions of an agricultural community. Some of the seeds for future economic growth evolved out of local residents’ and visitors’ interests in art and hospitality, creating small art communities and galleries, dude and guest ranches and equestrian breeding ranches. In part due to the exposure the area got during World War II as the location of training bases, new businesses moved facilities to the area in the 1950s.

In the early to mid-1950s a number of events took place that would set the growth and character of the city in motion. First, the Chamber of Commerce recognized the benefit and potential growth of the winter visitor and tourist market. A number of distinctive and lasting events began, from the “Parada Del Sol”, spring training baseball, the opening of the Safari and Valley Ho hotels, and apartment housing for winter visitors, to the adoption of “The West’s Most Western Town” slogan and western retrofit of the original Downtown and 5th Avenue shopping districts. Second, Motorola opened major plants at the south end of the community and in nearby east Phoenix. This brought strong population growth, drawing primarily well-educated and skilled employees from the

upper Midwest. This along with the expansion of Arizona State University into a major university brought about the first major growth period to the area in the late 1950s and early 1960s. Third, in response to the population growth, the community saw the beginning of single-family tract housing south of the downtown area.

From 1958 to 1965 the city experienced explosive growth in housing and population. The population grew many times over, from less than 10,000 to 65,000. The city annexed rapidly, first southward from Downtown and later northward to Deer Valley Road, growing in area from about two square miles to over 60 square miles. With the notable exception of a few major industrial plants and resorts, this early growth did not include a strong balance of services, mixed employment, or public amenities.

Subsequently, key decisions made in collaboration by the residents and business owners in the 1960s further spurred the growth of the community as well as the nature and high quality of this growth. One was a decision to encourage the community as a full service resort destination, which led to many new resorts and the maturing of specialty and high end retail areas. The other was the decision to turn the airport into a vital facility surrounded by a major center of business activity. These decisions and actions have led to a high quality of development and a favorable setting for small and innovative businesses.



During the 1960s, major service uses were established with Los Arcos Mall, Fashion Square, and the growth of small businesses in and around Downtown. Scottsdale Healthcare opened as City Hospital in 1962 on what is now known as Scottsdale Healthcare Osborn Medical Center. Public amenities were developed with the beginnings of a strong public park system and creation of the Civic Center Complex. Diversity in housing began to occur with the introduction of townhomes and the first apartments not oriented to winter visitors. In the early 1970s another growth spurt occurred, and with it, the first master planned development in the city, McCormick Ranch. This project would inspire many subsequent developments throughout the Phoenix metropolitan

area. With the advent of master planned development came new concepts and policies such as developer built public improvements, contributions to the infrastructure, and amenities to support the newly created neighborhoods. Prior to this time, most of the infrastructure had been built through the use of public funds from Maricopa County bonds, Federal Government grant sources, and local improvement districts. The City of Phoenix provided water services. In addition to providing public amenities, McCormick Ranch introduced private amenities and strong property owner associations. To absorb the costs of these amenities, new housing became noticeably more expensive, establishing a trend for upper-middle and high-end housing costs that still persists in the community.

From the mid-1970s through the mid-1980s, the city experienced periods of slow growth followed by major growth upswings. Through these cycles the predominant growth focus was on master planned developments like McCormick Ranch, Scottsdale Ranch, and Gainey Ranch. Substantial multifamily housing filled in “leftover” parcels in the southern portions of the city. Two periods of resort growth also occurred. The first in the mid-1970s resulted in a resort corridor along Scottsdale Road from Chaparral Road to McCormick Parkway. The second brought full service luxury resorts

such as the Gainey Hyatt, and Scottsdale Princess. The Scottsdale Airport grew in activity, and the surrounding employment areas began to take form during this period. Also, the Mayo Clinic branch opened, bringing new interest in biomedical uses to the community. Household sizes declined rapidly and then stabilized, resulting in school closures and increasing awareness of the need to provide health services and programs for a growing elderly segment of the population. Part-time resident growth continued, but more in low density single-family housing than in townhomes and apartments. In the late 1980s, a growth slowdown occurred, followed in the early and mid-1990s by the strongest growth the city had experienced since the mid-1950s. While the dominance of growth in master planned communities continued, this growth period broadly diversified the geography of where development occurred.



Reflecting strong community sentiment to protect the McDowell Mountains and retain areas of natural desert, the city adopted zoning regulations in 1977 called the Hillside Ordinance. This ordinance established where development could occur on desert and mountain lands and focused on no development on high mountain slopes. The ordinance was challenged soon after it was adopted in November 1977. The case went to Appeals Court in 1985 where the Hillside Ordinance was declared unconstitutional. The Arizona Supreme Court upheld the Court of Appeals decision in July 1986. Scottsdale used interim ordinances giving landowners the option of continuing to use the Hillside District standards while the city worked on a new ordinance between 1986 and 1991. The Environmentally Sensitive Lands Ordinance (ESLO) was adopted by Scottsdale in February 1991.



The city doubled in size with annexations that took place from 1982 to 1984. In these new parts of the city there had been a number of large projects approved under the prior Maricopa County jurisdiction. These projects were restructured in the city in the mid-1980s, and by the 1990s were beginning final planning and construction. Many of these projects were within the Hillside and ESLO zoning overlay districts. This created a new sense of character with the protection of native plants, desert open spaces, and hillsides concurrent with density transfer and clustering development patterns. Overall densities declined substantially from prior development periods in the city.

By the mid-1990s, virtually all of the new housing occurred north of Shea Boulevard, with the majority being north of Bell Road. Beginning in the mid-1980s, increasing percentages of housing were low density custom homes in the north. By 2000 nearly 80% of residential building was for custom homes.

As the community has matured it has become a major center of business services activity while retaining strong tourism and retail business sectors. The growing diversity of the local business activity has allowed the area to better adjust as the regional and national economy has evolved and has created a more stable economic and revenue environment.

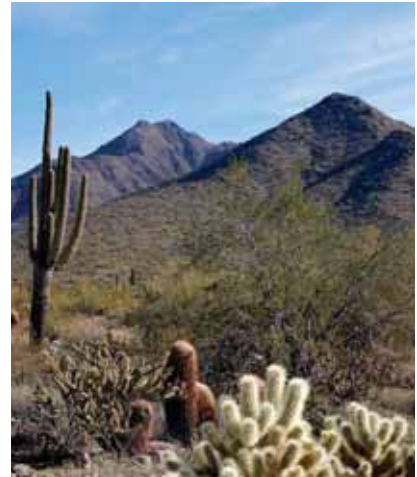
Desert and Mountain Preservation Efforts

In 1990, Scottsdale citizens (through the non-profit McDowell Sonoran Land Trust, today called the McDowell Sonoran Conservancy) initiated the preservation of Scottsdale's McDowell Mountains and Sonoran Desert. The goal is to preserve approximately 36,400 acres, equivalent to 1/3 of Scottsdale's total land area. This area is referred to as the Recommended Study Boundary (RSB) for the McDowell Sonoran Preserve and constitutes the potential land boundary within which tax dollars dedicated to Preserve acquisition can be used.

When land in the RSB is acquired by Scottsdale, it becomes part of Scottsdale's McDowell Sonoran Preserve. The Preserve will consist of mountains, Sonoran Desert, and natural corridors linking to natural open space in adjacent communities and to the Tonto National Forest and the Maricopa County Regional Park. The vision is to create a large sustainable natural desert habitat for wildlife and desert flora, available for appropriate passive recreation public use.

In 1995, Scottsdale voters approved a .2% tax increase to purchase land in the 16,460 acre original RSB. In 1998, voters approved using the sales tax to purchase land in the 19,940 acre expanded RSB.

A total of 19,643 acres in the RSB is State Trust Land. In 1998 all of the State Trust Land in the original boundary (2,762 acres) and 317 acres adjacent to the County Regional Park (submitted by the County at the request of Scottsdale) was reclassified as suitable for conservation under the Arizona Preserve Initiative (API). The City of Scottsdale submitted a petition to the State Land Department in 1998 to preserve the remaining 16,600 acres of State Trust Lands for the permanent open space within the McDowell Sonoran Preserve.



In 2001, the State Land Commission responded to this application by reclassifying approximately 11,390 acres as suitable for conservation with a deed restriction on the land to ensure that the property purchaser would conserve these lands. An additional 1,630 acres were reclassified as suitable for conservation; however, no deed restriction was placed on these lands. The State Land Commissioner did not reclassify approximately 3,543 acres.

The City of Scottsdale, property owners, neighbors, and interested parties, and the State Land Department worked together in 2002 (major General Plan amendment case 4-GP-2002) to reflect the State Land Commissions 2001 reclassification and to propose land uses that fit the character and the environment of the 3,543 acres not reclassified for conservation purposes. The city has a strong commitment to purchase all 16,600 +/- acres of State Trust Land, but cannot make any move to devalue the land held in Trust by the State Land Department, through the General Plan or zoning.

In 2004, Scottsdale voters approved an additional .15% increase in the sales tax for land acquisition and for access area amenities. As of 2007, all private land in the RSB has been acquired or is the process of being acquired. When completed, Scottsdale's McDowell Sonoran Preserve will be one of the largest urban preserves.

HISTORY OF GENERAL PLANNING IN SCOTTSDALE

In 1960, the Scottsdale City Council, Chamber of Commerce, Maricopa County Board of Supervisors, and County Planning Commission were key participants in the preparation of a Comprehensive Plan for Scottsdale, Arizona. The study, initiated by Maricopa County, included a land use element and street plans and covered an area of about 15 square miles between McKellips Road on the south, Indian Bend Road on the north, Pima Road on the east, and 64th Street on the west.

In 1966, the Scottsdale Town Enrichment Program (STEP) forums, which involved 300 citizen participants and numerous civic organizations, provided the impetus for another comprehensive General Plan study. Furthermore, the community amended the Scottsdale City Charter in 1967 so as to require the adoption of a Comprehensive Plan. Consequently, in the same year the city's planning department and Eisner-Stewart and Associates conducted a General Plan study. This plan included land use, circulation, and public facilities elements, and covered an area of about 80 square miles from Deer Valley Road to McKellips Road. The General Plan recommended reinforcement of the Civic Center/Downtown as the city's governmental, civic, and cultural hub, the concentration of employment uses in the Airpark area, residential uses to the east of the Airpark area to support the employment uses in the area, and a system of parks and recreation uses including the Indian Bend Wash.

Between 1972 and 1975, the comprehensive General Plan process included updates to the land use and circulation elements and the McCormick Ranch Center General Plan Amendment. In addition, the city's Zoning Ordinance was revised to accommodate master-planned projects, sign controls, landscape, and parking requirements, and development and design review.

In 1976, the Northeast Area Plan was prepared for an area covering 25 square miles north and east of the Central Arizona Project (C.A.P.) canal to Deer Valley Road and the eastern corporate boundary. This planning project involved twelve months of dialogue among a variety of study groups, public hearings, and the participation of the City Council, Planning Commission, and city staff. It designated a "future development line" beyond which development would not occur for ten years.

In 1981, the city staff reformatted reports of General Plan policies that had been approved over the preceding ten years. This project included an update of the land use, environmental design, circulation, and public facilities elements of the General Plan.

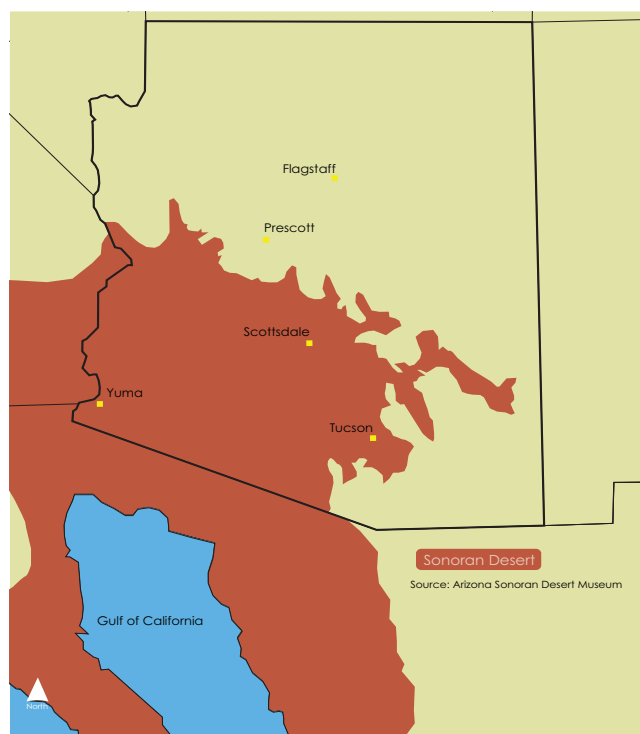
During the 1990s, the four General Plan Elements were updated. The Land Use Element was updated in 1989 and then reprinted with City Council amendments in 1994 and again in 1999. The Circulation Element was reviewed and updated in 1991. The Public Facilities and the Environmental Design Elements were updated in 1992. Following recommendations from the CityShape 2020 process the Economic Element was added to the General Plan in 1998.

The 1998 Growing Smarter, and 2000 Growing Smarter Plus legislation required that all Arizona cities and towns update their General Plans by December 2001 and have such plans ratified by a vote of the public. This legislation provided the impetus for the review and update of Scottsdale's General Plan beginning in the summer of 1999. The updated General Plan was adopted by Council in 2001 and ratified by the voters in 2002.

The 2011 General Plan includes updates to all elements along with the addition of two new state mandated elements – Energy Element and the Neighborhood Preservation and Revitalization Element.

SCOTTSDALE PROFILE

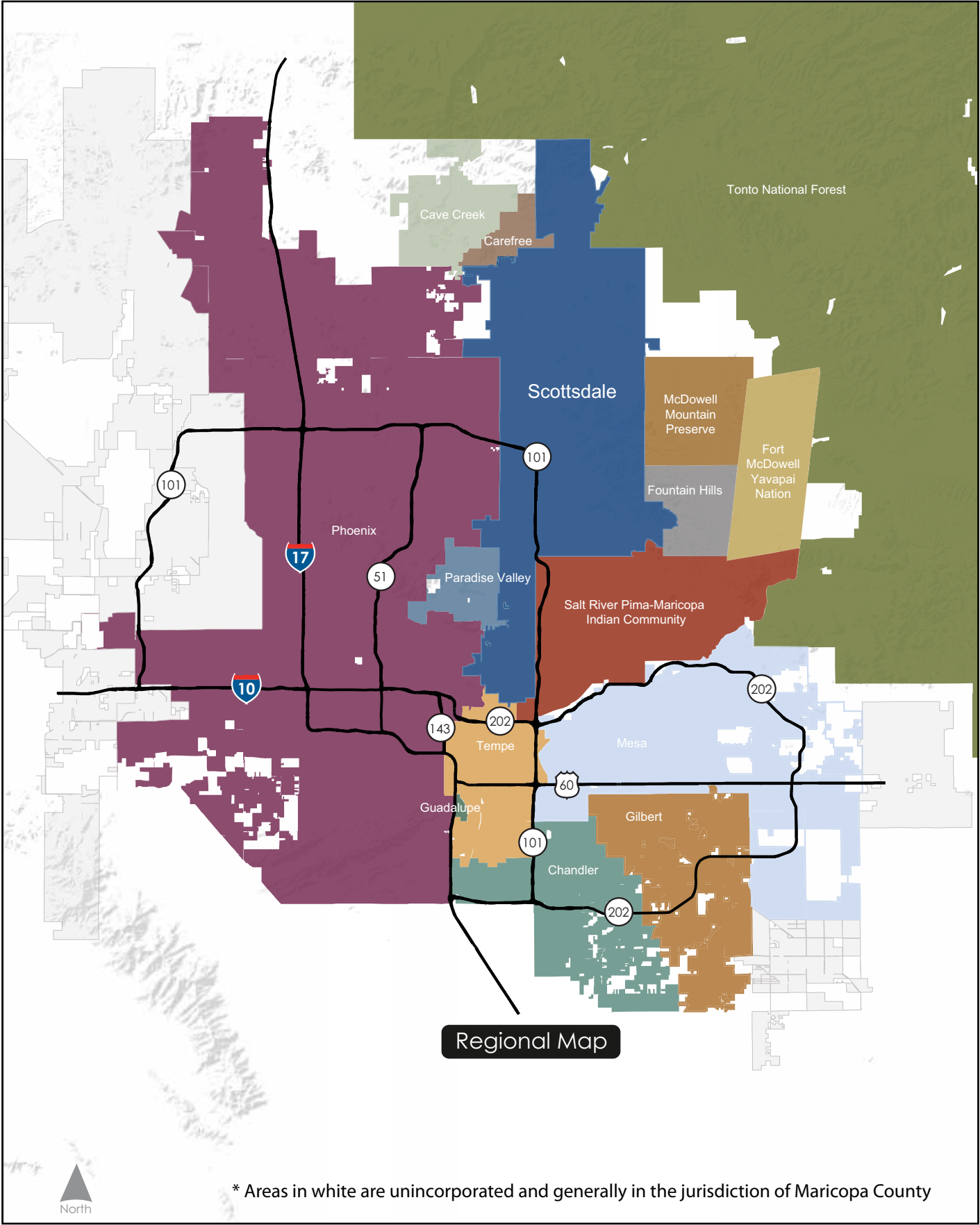
The City of Scottsdale, situated in the beautiful Sonoran Desert, is located in the northeast quadrant of the Phoenix metropolitan area. The southern end of the city is near the metropolitan area's geographical population center. The northern end of the city abuts the Tonto National Forest, unincorporated Maricopa County, and the communities of Carefree and Cave Creek. Much of the southern portion is bordered on the east by the Salt River-Pima-Maricopa Indian Community. Another large part of the eastern edge of the city borders the town of Fountain Hills and the McDowell Mountain Regional Park. Tempe is located along the southern boundary and Phoenix, Paradise Valley, and Maricopa County are located along the western boundary. This limits the extent to which ongoing development can occur on the outer edges of Scottsdale.



Scottsdale is a suburb of Phoenix, but unlike the typical suburban community, it is a net importer of employment and serves as a regional retail and healthcare center. Household sizes are typically smaller than in other communities in the Valley, and household incomes are higher than most communities in the area.

Scottsdale is the major tourism and resort center of the metropolitan area. Although not all local major resorts are located in the city, Scottsdale contains the core of specialty shopping, art galleries, and recreational facilities, and many of the cultural and sporting events that attract and sustain the regional tourism industry. The high quality aesthetics of the city's visual and physical environment is an important component of maintaining this industry.

Scottsdale, by way of pioneering such things as the Indian Bend Wash, the Civic Center, sign controls, significant open space and landscaping standards, green building policy for public buildings, and design review, has achieved a quality of development that has been emulated by communities across the metropolitan area as well as around the country.



GENERAL PLAN PURPOSE

The General Plan contains the city's policies on character and design, land use, open spaces and the natural environment, business and economics, community services, neighborhood vitality, transportation, and growth issues. Its focus is on shaping the physical form of the city, yet it includes policies and statements about other aspects of the community as well. A General Plan may include maps, diagrams, tables, and text setting out community conditions, principles, goals, objectives, and strategies. Human services, protection of desert and mountain lands, economic vitality, and the character of neighborhoods are all discussed in Scottsdale's General Plan.

The General Plan is used by the City Council to evaluate policy changes and to make funding and budget decisions. It is used by city staff to evaluate building and development and to make recommendations on projects. It is used by citizens and neighborhood groups to understand the city's long-range plans and proposals for different geographic areas. The plan provides the basis for the city's development regulations and the foundation for its capital improvements program.

Why does Scottsdale have a General Plan?

Arizona State law (ARS 9-461-05A) requires that each city adopt a comprehensive, long-range General Plan to guide the physical development of their community. The Scottsdale City Charter also establishes that the city have a General Plan. Scottsdale's General Plan has three interrelated functions:

- It is an expression of community goals and priorities;
- It is a decision making guide; and
- It fulfills legal requirements created by state law.

The General Plan represents goals and policies to guide the community over a 10-20 year period. There is a natural tendency to presume that the General Plan, as adopted, will be applied in its entirety with minimal change over that period of time. But, such rigid application would not be responsive to the natural changes and unforeseen opportunities that arise in a community as dynamic as Scottsdale. Making long-range decisions means that issues need to be periodically readdressed to reflect new or emerging circumstances. Beyond this practical issue, there is also a legal issue. Each succeeding City Council has the discretion to reconsider previous long-range policy decisions and may choose to modify them, subject of course, to community discussion in public hearings. The General Plan is a key instrument to reflect changing perspectives and attitudes.

Common Misconceptions

In practice, there is often confusion or blurring of the distinction between the role of the General Plan and the role of the Zoning Ordinance. The General Plan is a "general" policy document that guides community growth and development decisions. The Zoning Ordinance, and associated zoning maps, are legal instruments that define with significant precision the permitted land uses and associated performance standards for every property within a municipal jurisdiction. The confusion between the two very different roles probably has its origin in the fact that Zoning Ordinance amendments and zoning map changes must conform to the generalized policies of the General Plan.

Many people struggle with a common misconception that the General Plan is merely the land use map. For many development decisions, it is true that land use appropriateness is the focal point of dialogue. However, this view will typically disregard many interrelated issues that can include transportation or other infrastructure concerns, and the community's environmental and economic philosophy. The best community decisions are those that recognize and address these complex interrelationships.

How Does the General Plan Relate to Other City Policies and Procedures?

As established by the Arizona Revised Statutes and the City Charter, Scottsdale's General Plan establishes an intent and direction for the future growth and character of the community. It is a guiding set of policies that provide a sense of order, coordination, and quality to the city's policies and actions affecting its growth.

The policies in the General Plan are implemented and detailed through ordinances and ongoing formal procedures of the city. A few of the ordinances and written policies that carry out the plan are the Zoning Ordinance, Subdivision Ordinance, and Design Guidelines. The intent of the General Plan is implemented through recommendations from city Boards and Commissions and decisions made by the City Council regarding such requests as rezoning and subdivisions, road expansion or abandonments, neighborhood revitalization projects, preservation efforts, economic opportunities, and park and recreation facilities. Over time the General Plan is a living document, that is legally amendable and manifested by many specific decisions and events that cause it to respond to the changing conditions, needs, and desires of the community.



THREE TIERS OF PLANNING

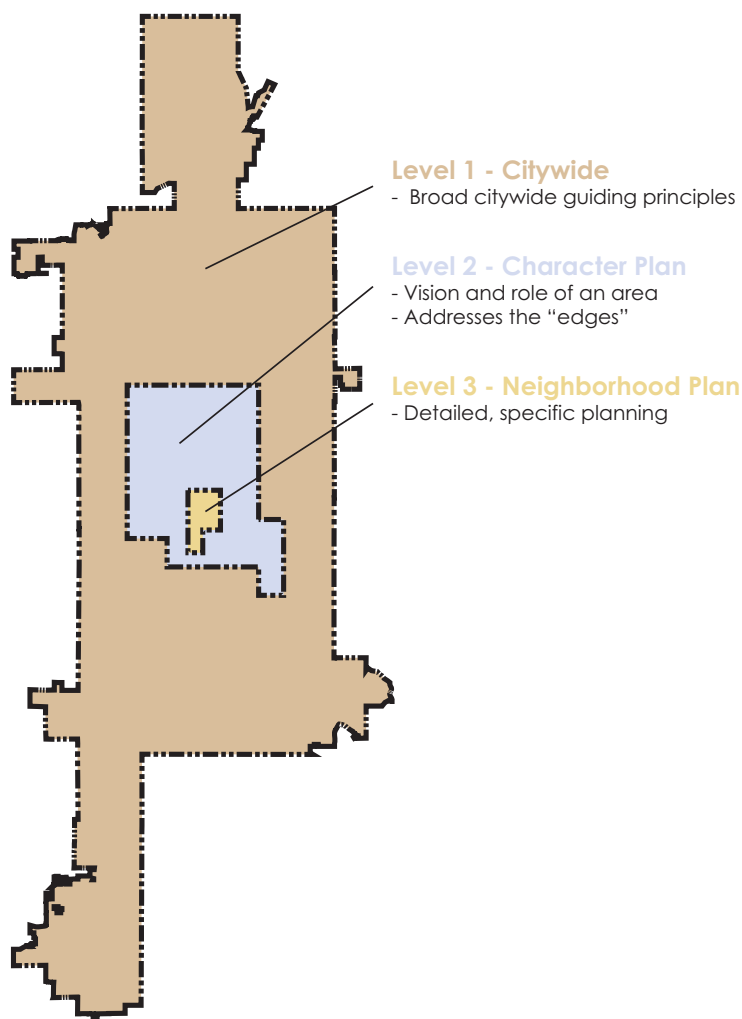
As a result of CityShape 2020 recommendations, Scottsdale has implemented character-based General Planning. The character-based General Plan consists of the Six Guiding Principles (discussed in the Vision and Values section) and a format that contains three distinct and interrelated levels. This three-level General Plan approach has many direct benefits in serving as a platform for community decision making. A key advantage of the three tiers of planning is that character area planning and neighborhood planning allow goals and policies to address the specific needs of that area, since the goals and policies of the General Plan are for the entire city.

LEVEL 1 - CITYWIDE PLANNING: Incorporates all policies that apply to the city as a whole.

LEVEL 2 - CHARACTER AREA PLANNING: Develops Character Plans on a priority basis over a period of time and speaks specifically to the goals and special attributes of an identifiable and functional area. Character Plans will ensure that quality of development and consistency of character drive Scottsdale's General Plan at the Character Plan level, all within the context of communitywide goals.

An additional strength of the Character Plan approach is its ability to address "edges," those places where two character areas meet or places where Scottsdale's boundaries abut other governmental jurisdictions. Character area planning relies on the involvement and participation of an area's residents and property owners in the planning and implementation processes.

LEVEL 3 - NEIGHBORHOOD PLANNING: Because the health and vitality of a neighborhood is dependent on its ability to adapt to the future, steps need to be taken to address changes that will take place in the neighborhood. Neighborhood plans identify and implement efforts to improve specific neighborhoods within the city. Every neighborhood has different needs, issues, constraints, and opportunities. A neighborhood plan might broadly define a neighborhood's goals and may build an action plan or an issues brief. The neighborhood planning process must have the in-depth involvement of the people who live and work in that neighborhood.



GENERAL PLAN ORGANIZATION

The 2011 Scottsdale General Plan is separated into two parts. Part 1 is the full Scottsdale General Plan which contains citywide goals and policies. Part 2 includes the Character Area Plans that have been adopted as part of the General Plan.

Part 1 – 2011 General Plan

Arizona State law (ARS 9-461.05) requires that the General Plans for cities the size of Scottsdale contain seventeen (17) sections, called “elements.” Scottsdale has added three additional elements: Character and Design, Economic Vitality, and Community Involvement. Although the additional elements address topics not required by state law, the core characteristics they address are basic to the current and the future quality of life in Scottsdale. Once adopted by the City Council, all elements have the same legal status. No single element or subject supersedes any other.

Scottsdale’s General Plan promotes the community’s vision by establishing goals and policies for each of the twenty (20) elements. These elements include consideration of the issues identified and required by state statute, but are also designed to be specific to Scottsdale. As with any flexible policy document, there is room for interpretation on the goals and policies contained in these elements, and flexibility is needed to meet the overall objectives.

The twenty (20) elements of the General Plan are organized under the following chapters:

Character and Land Use Chapter



This chapter established policies for types and locations of land uses throughout the city. It emphasizes the importance of diverse character and unique quality of design that Scottsdale residents and visitors value. It includes two state mandated elements, Land Use and Growth Areas, and one community created element, Character and Design. The criteria for amending the General Plan is also located in this chapter.

Neighborhoods Chapter



This chapter emphasizes the importance of healthy neighborhoods and community involvement in maintaining and enhancing the neighborhoods. This chapter includes three state mandated elements. These elements are Housing, Neighborhood Preservation and Revitalization, and Conservation, Rehabilitation, and Redevelopment. This chapter also includes one community created element, Community Involvement.

Economic Development Chapter



This chapter sets forth goals to maintain the economic strength and sustainability of the city, with a focus on creation and retention of jobs. It also discusses the ways that fiscal impacts created by new developed are identified and how costs will be equitably paid. It includes one state mandated element, Cost of Development, and one community created element, Economic Vitality.

Open Space and Recreation Chapter

This chapter includes goals and policies to promote a comprehensive open space system. It emphasizes a balance of open space and recreation opportunities throughout the community. The Open Space and Recreation Chapter includes the two state mandated elements Open Space and Recreation.

Environmental Resources Chapter

This chapter focuses on preserving and protecting the environment and the natural resources that contribute to the community's quality of life and economic vitality. It includes three state mandated elements which are Environmental Planning, Conservation, and Energy.

Public Services and Facilities Chapter

This chapter includes policies for public services such as safety, water resources, human services, and the facilities needed to provide them. This chapter contains four state mandated elements. These elements are Public Services, Public Buildings and Facilities, Safety, and a Water Resources Element.

Community Mobility Chapter

This chapter contains policies to promote safe, efficient, and accessible choices for the movement of people and goods. The Community Mobility Chapter contains two state mandated elements which are Circulation and Bicycling.

Part 1 also includes an Implementation Chapter which describes ways the General Plan can be implemented, a Glossary, and Related Plans section.

Part 2: Character Area Plans

Part 2 of the General Plan includes the adopted Character Area Plans. The goals and policies in these plans complement and further define the goals and policies of the General Plan.

The adopted Character Area Plans, which are incorporated herein by reference, are as follows:

- Cactus Corridor Plan (originally adopted 1992)
- Desert Foothills Character Area Plan (originally adopted 1999)
- Downtown Character Area Plan (originally adopted 1984, readopted 2009)
- Dynamite Foothills Character Area Plan (originally adopted 2000)
- Greater Airpark Character Area Plan (originally adopted 2010)
- Shea/East Shea Area Plan (originally adopted 1993)
- Southern Scottsdale Character Area Plan (originally adopted 2010)

SUSTAINABILITY AND THE GENERAL PLAN

Scottsdale's General Plan contains goals and policies aimed at creating a sustainable city. Sustainability refers to the long-term social, economic, and environmental health of the community. To be effective and sustainable, all three legs of this stool (environment, economic, and social) need to be developed and used within the context of Scottsdale in order to maintain and improve the quality of life. The General Plan addresses, identifies, and promotes ways to maintain or enhance economic opportunity, viability, and community well-being while protecting and restoring the natural environment.



Photo: Jerry Gollubier

The City of Scottsdale has long been recognized as an environmental leader and continually seeks ways to be more environmentally conscience. In 1991, the city adopted the Environmentally Sensitive Lands Ordinance (ESLO) which requires preservation of Natural Area Open Space and other environmental features such as vegetation, washes, and mountain peaks in northern Scottsdale. Scottsdale established Arizona's first Green Building Program and was also the first city in the nation to adopt a LEED™ gold policy for new city buildings and remodels.



Economic sustainability or “the business of staying in business” is about long-term vitality. It can also be described as maintenance of capital. To achieve economic sustainability, Scottsdale has comprehensive and coordinated programs to support economic development, tourism development, revitalization, and support of existing businesses. Scottsdale operates with the understanding that supporting local companies maintains the economic health of the community. Scottsdale is also a net importer of jobs helping it to be economically sustainable.



Social sustainability encompasses three components: basic needs such as housing and income, opportunities for learning and self development, and community capacity for the development of organizations or networks that foster interaction. These components guide equity, social interaction, security, and adaptability. The city has made great strides in social sustainability. Scottsdale's Police Department continues to see significant decreases in crimes therefore providing a safe community in which to live. The importance of schools and higher education is emphasized in the General Plan. The city also encourages neighborhood interaction by supporting local farmers markets and providing community centers where all ages can build relationships with one another.

